



NORTHWEST FIRE DISTRICT

SERVING RESIDENTS OF THE NORTHWEST FIRE DISTRICT, THE FLOWING WELLS
COMMUNITY AND THE TOWN OF MARANA

PROUD TO BE ACCREDITED BY THE COMMISSION ON FIRE ACCREDITATION INTERNATIONAL

PHONE: (520) 887-1010 FAX: (520) 887-1034 www.northwestfire.org



SPECIAL MEETING AGENDA

**Northwest Fire District Training Facility
5125 W. Camino de Fuego
Tucson, Arizona**

**Thursday, June 23, 2016
06:00 PM**

The Northwest Fire District Governing Board will meet in Public Session for a Special Meeting on June 23, 2016, at 6:00 PM, in Building A of the Northwest Fire District Training Facility Located at 5125 W. Camino de Fuego, Tucson, AZ.

The following topics will be subject to Governing Board consideration, discussion, approval, or other action. All items on the agenda are set for possible action.

The order of the Agenda may be changed by order of the Board.

- I. Call to Order/Roll Call/Affirmation of Quorum**
- II. Salute to the Flag of the United States of America**
- III. Presentation of Service Awards**
- IV. Public Forum**

Speakers are limited to a three-minute oral presentation and may submit written comments of any length for Governing Board files. Those wishing to address the Governing Board should complete a Citizen Information Card prior to the meeting being called to order. The Governing Board is required under law to accept any materials presented. At the conclusion of the public forum, individual Board Members may respond to criticism made by those individuals who have addressed the Governing Board and may ask staff to review a matter and place it on a future agenda. However, Board Members may not discuss or take action on a matter raised during a call to the public, that is not already on the agenda, and are not obligated to comment upon materials or presentations made by the public.

- V. Consent Agenda**

The Consent Agenda contains items which might require action by the Board, but which are generally routine items not requiring Board discussion. Usually, a single motion will approve all items on the Consent Agenda, including any

resolutions. However, a Board Member may remove any item from the Consent Agenda, and that item will be discussed and voted upon separately.

VI. Reports and Correspondence

A. Fire Chief's Report

This is a summary of the activities of the Fire Chief and Administrative Staff concerning each of the District's Divisions including: Fire Suppression, Emergency Medical Services, Administrative Services, Finance, Human Resources, Special Projects, Logistics, Prevention and Safety Division and Wild Land Fire Fighting; the report might also include Administrative Activities in Annexations, Intergovernmental Relations, Community Assistance Programs, Fleet and Equipment, Labor and Management Relations, District Revenues and Expenditures, Strategic Planning, Information Technology, Status of Construction Projects, Status of Facilities, Public Outreach and Training.

B. Financial Reports

This report is a summary of the District's Financial Status including: Monthly Board Financial Report, Monthly Disbursements Report, Revenue and Expenditure Reports, Real Estate Tax Revenue Spreadsheets, Monthly Bond Report and Arizona State Land Billing and Payment Reports. The Board will be asked to approve the District's Monthly Disbursements Report.

VII. Business

- A. Information and Discussion on an Overview of the Bond Advisory Committee to Include the Overarching Objective, Team Make-Up, Process and Discussion Topics, Proposed Projects and Estimated Costs, the Bond Committee's Pending Recommendation, and the Potential Affects on the District's Tax Rate
- B. Information and Discussion on Growth Potentials in and Around the Northwest Fire District to Include Zoning, Projected Growth, and Development Opportunities as Presented by Ryan Mahoney, Planning Director with the Town of Marana
- C. Presentation and Discussion of Projected Station Development Needs and Response Reliability Associated with the Bond Issuance Proposal
- D. Discussion, Presentation, and Overview of Past Election Results, Demographics of District Voters, and Current Polling of District Residents

VIII. Future Agenda Items

A Governing Board Member May Bring Forth General Topics for a Future Meeting Agenda. The Governing Board May Not Discuss, Deliberate or Take Any Action on the Topics Presented, Pursuant to A.R.S. § 38-431.02 (H).

IX. Adjournment

George Carter, Board Chair

Two Board Briefing Books containing material related to the Board Meeting are available for public review the day before and the day of the Board Meeting during office hours at the Administration/Prevention and Safety Office located at 5225 W. Massingale Road, Tucson, Arizona 85743 – (520) 887-1010. The two Board Briefing Books are also available for public review at the Board Meetings.

The Northwest Fire District Board may vote to go into Executive Session on any agenda item pursuant to ARS §38-431.03 (A)(3) for discussion and consultation for legal advice with the Fire District Attorney on the matter(s) as set forth in the agenda item. Pursuant to Board Policy, from time to time, it might be necessary for a Board Member to attend a Board meeting via speakerphone.

The Northwest Fire District Training Facility is accessible to persons with disabilities. In compliance with the Americans with Disabilities Act (ADA), those persons with special needs, such as large-type face print or other reasonable accommodations, may request those through Heather D'Amico, by calling 887-1010, ext. 2905, before the meeting.

Posted June 17, 2016



Northwest Fire District Governing Board

5225 West Massingale Rd.
Tucson, AZ 85743

7.A

SCHEDULED

MEMORANDUM NO. 2016-98

Date: June 23, 2016
To: Governing Board
From: Trina Motto, Manager of Community Affairs
Type of Action: Information Only
Agenda Item: Information and Discussion on an Overview of the Bond Advisory Committee to Include the Overarching Objective, Team Make-Up, Process and Discussion Topics, Proposed Projects and Estimated Costs, the Bond Committee's Pending Recommendation, and the Potential Affects on the District's Tax Rate

RECOMMENDATION:

N/A

MOTION:

N/A

DISCUSSION:

THE OBJECTIVE

On March 22, 2016, the NWFD Governing Board moved to establish a special citizen-based committee to examine projects and perform due diligence on behalf of the community. Their purpose has been to review potential projects for a proposed bond package for placement on the November, 2016, ballot.

The Bond Advisory Committee was charged with working collaboratively with District staff to develop a bond proposal package recommendation for presentation to the Board at the June 28, regular session meeting.

THE COMMITTEE

Comprised of men and women representing many facets within our community, the Bond Committee includes the following members:

Chair - Jania Arnoldi, Chief Financial Officer - Marana Health Center

Vice Chair - Jason Stumm, Northwest Fire District Resident

Member - Jennifer Schomburg, Chief Operating Officer - Northwest Medical Center

Member - Mark Favara, President - Favara's Automatic Fire Detection & Communications, Inc.

Member - Marsha Johnson, Northwest Fire District Resident

Member - Dan Contorno, Chief Financial Officer - Marana Unified School District

The Bond Committee began with seven members. Along the way, one member resigned his position late in the committee process to accept an out-of-state job opportunity. This position was not replaced (Member David Yamada, General Manager - Westward Look Wyndham Grand Resort and Spa resigned following the May 18th Meeting). Earlier in the Committee process, Member Bonnie Medler, Northwest Fire District Resident, submitted her resignation due to unforeseen changes in her work schedule. Her resignation was effective for the May 4th Committee Meeting and her position was replaced by Marsha Johnson, Northwest Fire District Resident.

PROCESS AND DISCUSSION TOPICS

Comprehensive presentations and discussions between Northwest Fire staff, external subject matter experts, and the Committee were held between April 6th and June 1, 2016, when the Committee reached their recommendation. This recommendation will be presented to the Governing Board by the Committee Chair and Vice Chair on June 28, 2016 at the regularly scheduled Governing Board meeting.

The Committee met every two weeks for a total of five two-hour long meetings over the course of 2.5 months. During this time, the following topics were covered:

1. April 6th - Purpose and Expectations of a Bond Committee (including Open Meeting Law training), Historical Perspective of Bonded Projects, Reason and Purpose for Bonds, and Overview of Potential Bond Projects
2. April 20th - Overview of the District's foundational documents inclusive of District Overview and Organizational Chart, NWFD FY 2014-16 Strategic Plan, Standards of Cover, Accreditation, Station Locations and Response Times
3. May 4th - Growth Potentials in and Around the Northwest Fire District, Overview of Current and Projected Deployment and Response Models, Projected Costs of Constructing New Facilities
4. May 18th - Election Process, Bond Funding Environment, Past Election Results, Overview of NWFD Financial Environment; Committee Members' Perception on the Information to Date; Guest Presenter Relative to a Potential 2016 Bond Election
5. June 1st - Bond-Funded Construction Projects and Their Estimated Costs, Past Election Results and Current Polling of District Residents Northwest Fire District; Potential Ballot/Pamphlet Language

PROPOSED PROJECTS AND ESTIMATED COSTS

The topics covered in each of the five committee meetings served as the foundation to discuss the proposed projects and their estimated costs which included:

1. Station 37 - Construct a new light station in Dove Mountain West at \$4.64M

2. Station 40 - Construct a heavy station in the vicinity of Twin Peaks and I-10 at \$5.19M
3. Station 31 - Expand and remodel existing station 31 at La Cholla and Ruthrauff at \$.74M
4. Administration Center - Construct Administration Center in the vicinity of I-10/Ina at \$3.54M
5. Stations 41 and 42 - two new light stations in the vicinity of Tangerine/I-10 at \$5.18M, OR the vicinity of Ina/I-10, OR in the vicinity of Sandario and Twin Peaks at 4.32M

PENDING COMMITTEE RECOMMENDATION

Members of the Bond Committee look forward to presenting the Board with their final recommendation at the June 28th Board meeting. The committee's recommendation will include the projects above, and four of the five fire stations mentioned for a total bond package cost of \$23.61M. The specific tax implication to residents is variable pending the timing and amount of each bond issuance. Should the Board choose to pursue this path, please note that each project would be independently planned, reviewed and approved by the Board well in advance of each project's commencement. The numbers indicated here represent the scope of the projects and provide a methodology to fund the large capital requirements into the future.

Per polling information collected and provided by Primary Consultants, LLC within the Northwest Fire District, it appears the current climate toward a bond election in November of 2016 is favorable.

FISCAL IMPACT:

N/A

ALTERNATIVES:

N/A

**Northwest Fire District Governing Board**

5225 West Massingale Rd.
Tucson, AZ 85743

SCHEDULED**MEMORANDUM NO. 2016-99**

Date: June 23, 2016
To: Governing Board
From: Trina Motto, Manager of Community Affairs
Type of Action: Information Only
Agenda Item: Information and Discussion on Growth Potentials in and Around the Northwest Fire District to Include Zoning, Projected Growth, and Development Opportunities as Presented by Ryan Mahoney, Planning Director with the Town of Marana

RECOMMENDATION:

N/A

MOTION:

N/A

DISCUSSION:

Zoning, projected growth, and development opportunities which may include the following areas:

- Dove Mountain West
- Tangerine Corridor
- Twin Peaks and I-10
- Ina and I-10
- Twin Peaks east of Sandario (Saguaro Bloom)

FISCAL IMPACT:

N/A

ALTERNATIVES:

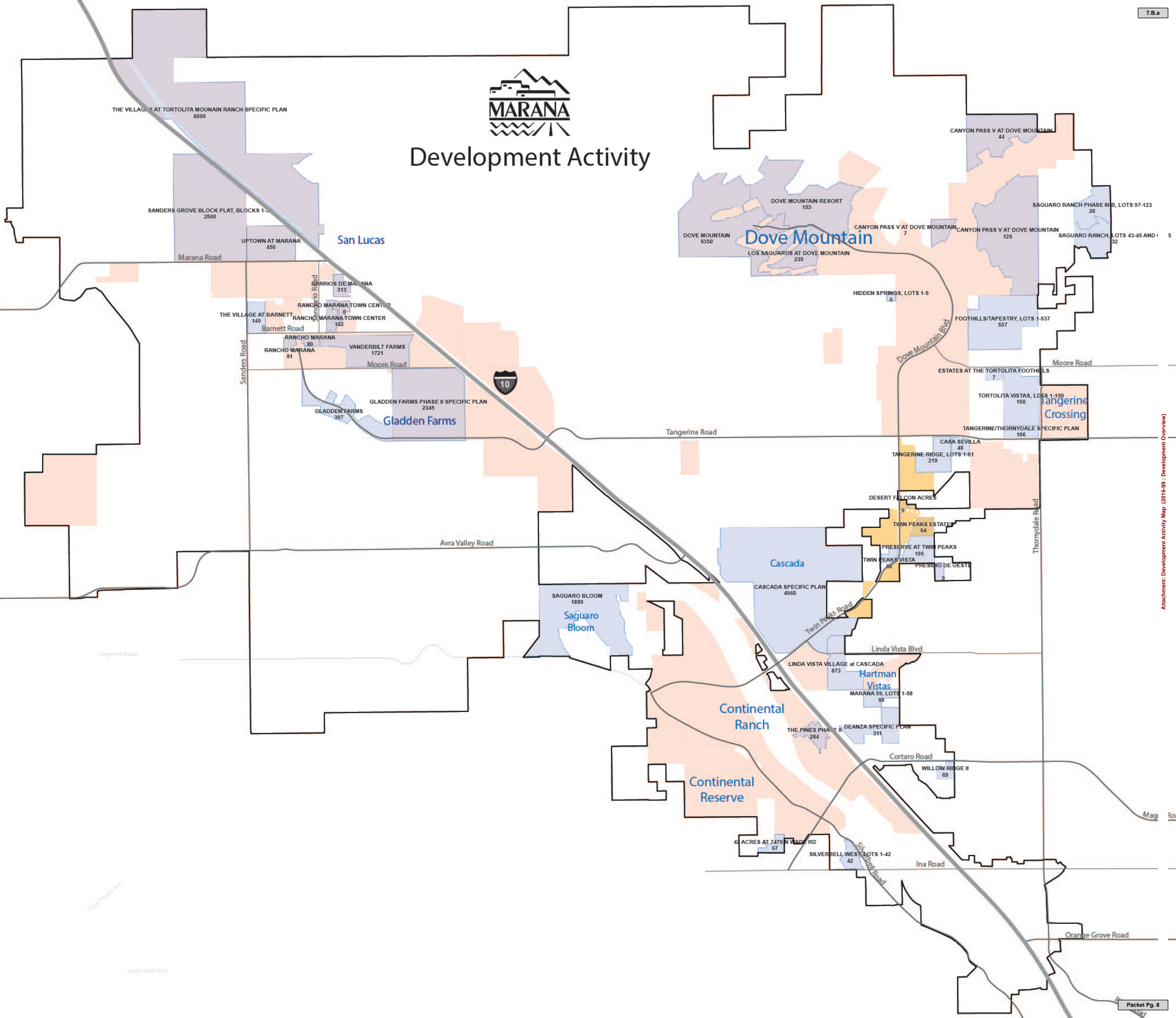
N/A

ATTACHMENTS:

- Development Activity Map (PDF)
- Marana Subdivision Lots (PDF)
- Twin Peaks & I-10 Development Activity 2 (PDF)
- Upper Dove Mtn. (PDF)



Development Activity



Attachment: Development Activity Map (2016-99 : Development Overview)

NORTHWEST SECTION SUBDIVISIONS

TOTAL SUBDIVIDED LOTS WEST OF THE C.A.P. & NORTH OF AVRA VALLEY ROAD

	<u>LOT COUNT</u>	<u>BUILT LOTS</u>	<u>VACANT LOTS</u>
Gladden Farms Blk 1 (1-95)	95	95	0
Gladden Farms Blk 2 (1-108)	108	108	0
Gladden Farms Blk 3 (1-81)	81	80	1
Gladden Farms Blk 4 (1-47)	47	47	0
Gladden Farms Blk 5 (1-129)	129	129	0
Gladden Farms Blk 6 (1-114)	114	114	0
Gladden Farms Blks 7/13 (1-75)	75	0	75
Gladden Farms Blk 8 (1-53)	53	53	0
Gladden Farms Blk 9 (1-69)	69	53	16
Gladden Farms Blk 10 (1-84)	84	84	0
Gladden Farms Blk 11 (1-141)	141	141	0
Gladden Farms Blk 12 (1-104)	104	104	0
Gladden Farms Blks 14/15 (1-70) Phase I	70	0	70
Gladden Farms Blk 16 (1-89)	89	0	89
Gladden Farms Blk 17 (1-56)	56	56	0
Gladden Farms Blks 18/20 (1-102)	102	102	0
Gladden Farms Blk 19 (1-46)	46	46	0
Gladden Farms Blk 21 (1-97)	97	97	0
Gladden Farms Blks 22/24 (1-118)	118	0	118
Gladden Farms I Totals	1,678	1,309	369
Gladden Farms II Blks 35/39	205	0	205
Adonis Mobile Home Subdivision (1-153)	153	153	0
Berry Acres (1-18)	18	18	0
Farm Field Five Amended (1-224)	224	17	207
Fianchetto Farms (1-114)	114	5	109
Honea Heights	61	61	0
La Mirage Estates (1-507)	507	0	507
Marana Estates Subdivision No.1	33	33	0
Marana Vista	51	51	0
Payson Farms (1-367)	367	0	367
Rancho Marana 154 Blk 2 (1-140)	140	140	0
Rancho Marana 154(1-167 Blks. 2-7)	167	167	0
Rancho Marana 154 Blk 4 (1-81)	81	0	81
San Lucas Blk 2 (1-126)	126	126	0
San Lucas Blk 3/4 (127-285)	159	159	0
San Lucas Blk 5 (1-60)	60	60	0
San Lucas Blk 6/12 (61-115 and 116-175)	115	91	24
San Lucas Blk 7 (1-64)	64	16	48
San Lucas Blk 8 (1-90)	90	86	4
San Lucas Blk 9 (1-95)	95	95	0
San Lucas Blk 11 (1-75)	75	75	0
Sydney Place (1-4)	4	3	1
Whitney Farms (1-12)	12	0	12
Cypress Gardens	165	0	165
	4,764	2,665	2,099

Attachment: Marana Subdivision Lots (2016-99 : Development Overview)

NORTHWEST SECTION SUBDIVISIONS

LOTS IN PLATTING PROCESS

Villages of Barnett	242
Sanders Grove Phase I	982
Honea Heights III Specific Plan	91
Gladden Farms Blks 14/15 Phase II (71-138)	68
TOTALS:	1,383

LOTS ENTITLED BUT NOT PLATTED

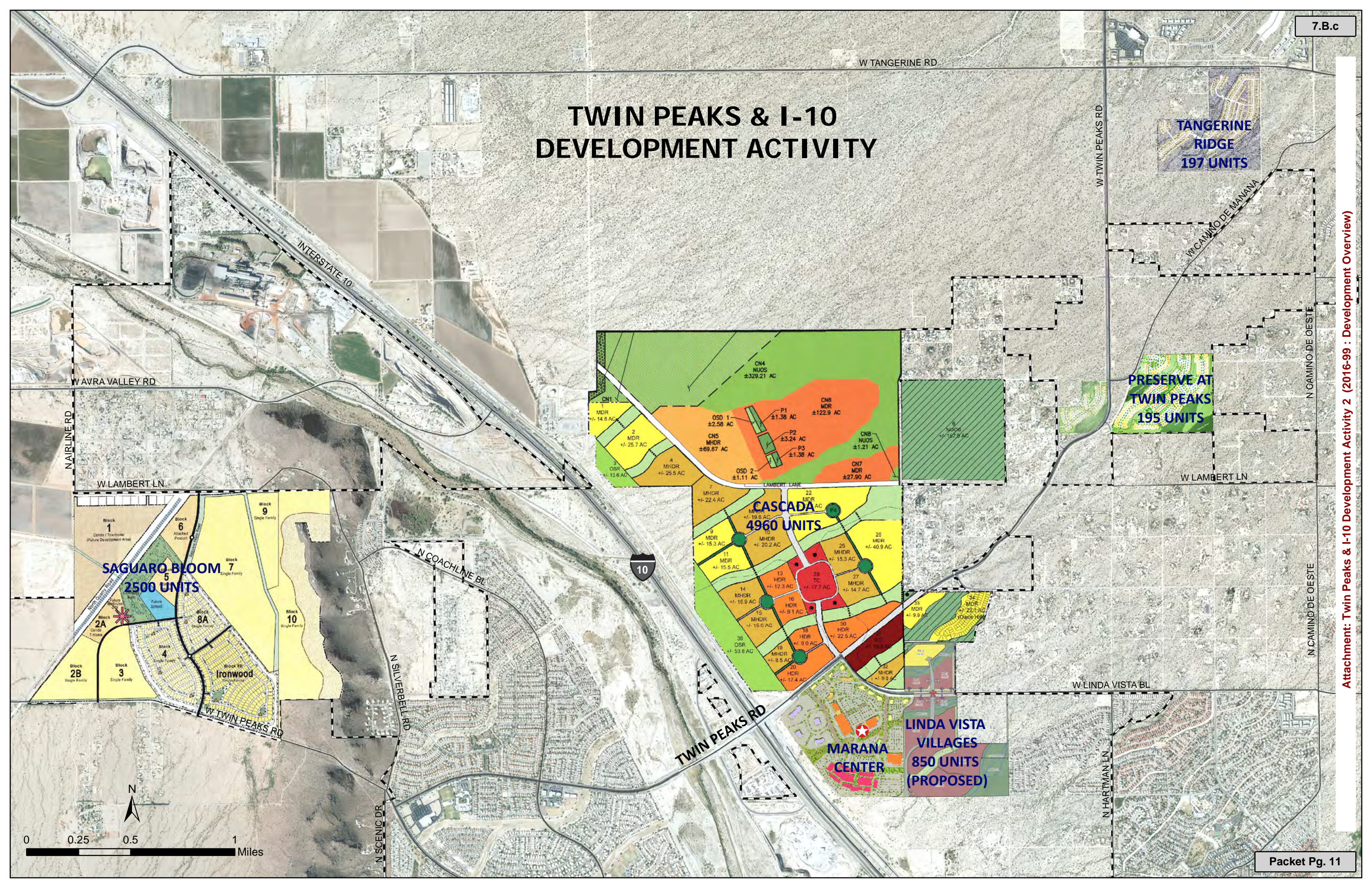
Vanderbilt (1721 Cap)	1,721
Villages of Tortolita Specific Plan (6500 Cap)	6,500
Uptown at Marana (930 Cap)	930
Marana Gardens	44
Gladden Farms I (1850 Cap)	255
Gladden Farms II (2345 Target)	2,140
Mandarina Specific Plan (2500 Cap)	2,500
Barrios de Marana (350 Cap)	350
Tortolita Shadows Specific Plan	1,788
Marana Towne Center	2,200
TOTALS:	18,428

LOTS IN ENTITLEMENT(REZONING)PROCESS

TOTALS:	0

		Built Lots	Vacant Lots
Total Platted Lots for Northwest Marana	4,764	2,665	2,099
Total Proposed Lots for Northwest Marana Not Platted	19,811		
Total Platted and Proposed Lots for Northwest Marana	24,575		

TWIN PEAKS & I-10 DEVELOPMENT ACTIVITY



**TANGERINE
RIDGE
197 UNITS**

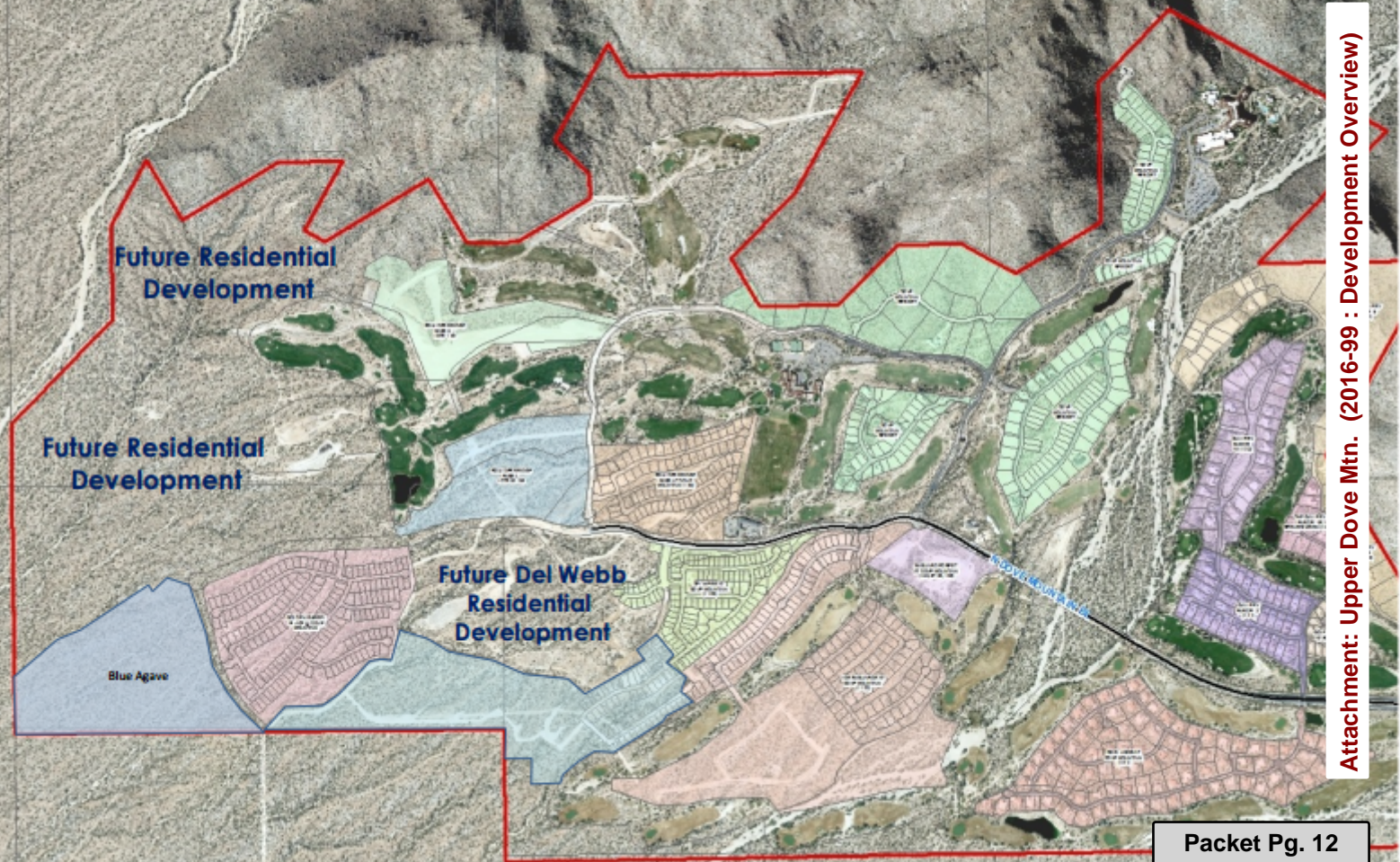
**PRESERVE AT
TWIN PEAKS
195 UNITS**

**CASCADE
4960 UNITS**

**SAGUARO BLOOM
2500 UNITS**

**LINDA VISTA
VILLAGES
850 UNITS
(PROPOSED)**

**MARANA
CENTER**





Northwest Fire District Governing Board

5225 West Massingale Rd.
Tucson, AZ 85743

7.C

SCHEDULED

MEMORANDUM NO. 2016-100

Date: June 23, 2016
To: Governing Board
From: Brad Bradley, Assistant Chief
Type of Action: Information Only
Agenda Item: Presentation and Discussion of Projected Station Development Needs and Response Reliability Associated with the Bond Issuance Proposal

RECOMMENDATION:

N/A

MOTION:

N/A

DISCUSSION:

Staff has prepared a short presentation for information and discussion related to the following Bond Committee topics:

- Station 37 - Relocation to Dove Mountain West
- Station 40 - Construction at Twin Peaks and I-10
- Station 31 - Remodel
- Stations 41 and 42 - Construction and placement along the Tangerine Corridor, or the area of Ina and Silverbell, or along Twin Peaks east of Sandario.

FISCAL IMPACT:

N/A

ALTERNATIVES:

N/A

ATTACHMENTS:

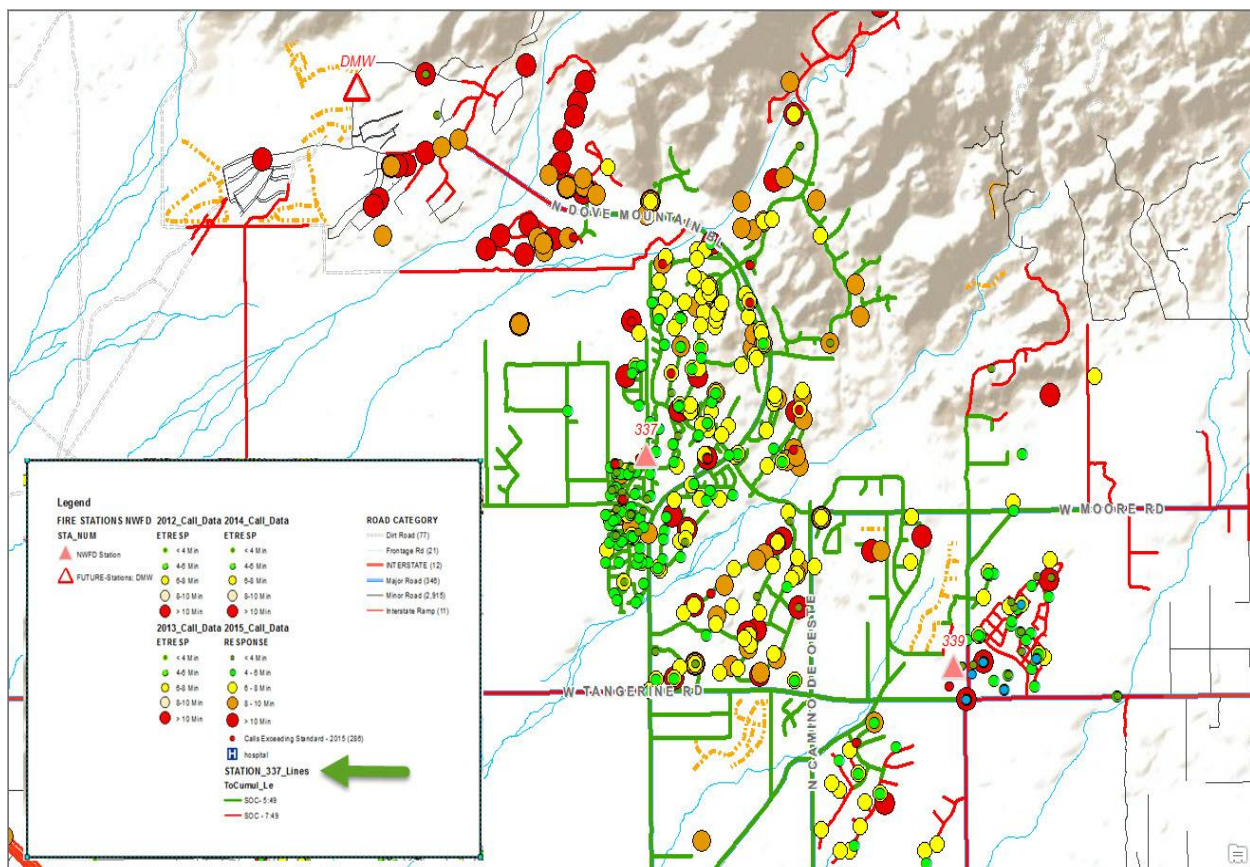
- Board Presentation - Station Location and Needs Assessment (PDF)

Board Presentation – Station Location Needs Assessment

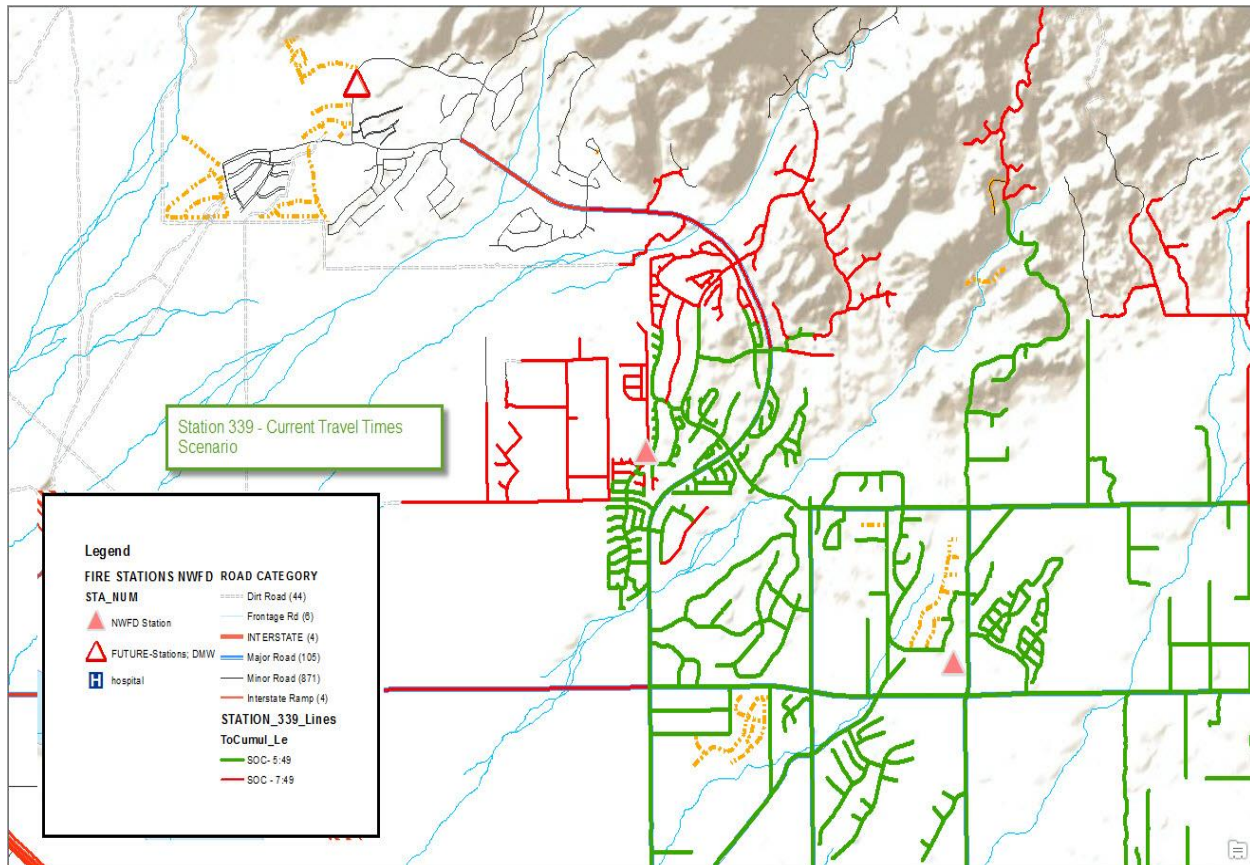
The District's Bond Committee was provided unlimited access to data and analytics in order to determine both the need, as well as the locations of the new Fire Stations contained within the bond proposal. The analysis was performed in a dynamic fashion, meaning the Bond Committee members asked questions and staff provided the data sets and performed the analysis in real time over the span of six (6) different meetings.

Noting that this type of detailed and time intensive analysis has been completed by both staff as well as the Bond Committee to reach its recommendations, in the interest of meeting the time requirements of tonight's Governing Board meeting the highlights of this analysis are being provided.

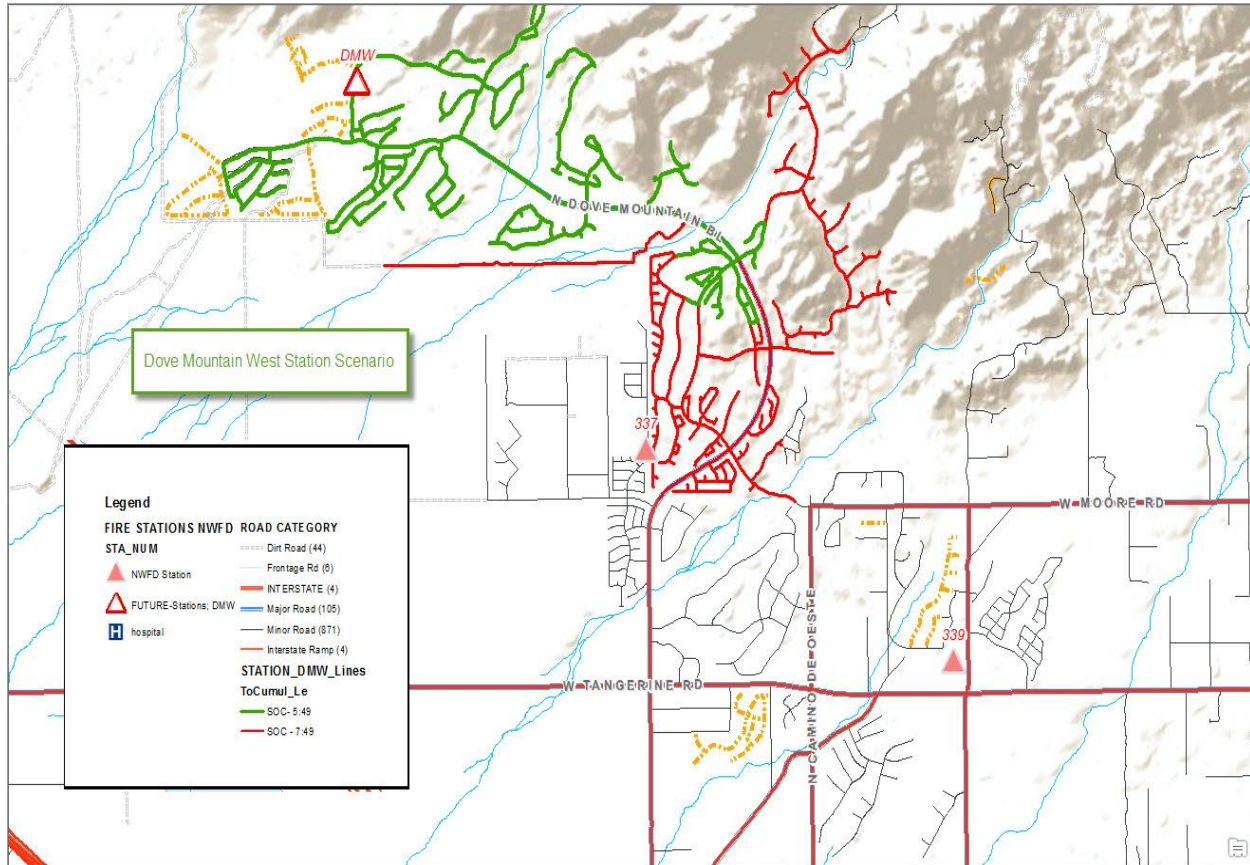
Station 37 Relocation – this station is being recommended for relocation to the top of Dove Mountain BLVD as shown in the following depiction (DMW). Due to the construction of the Ritz-Carlton as well as existing and considerable planned construction throughout the northern reaches of this community, response times to these areas are currently outside of the District's standards (7:49 TRT) and will remain so until the station is relocated.



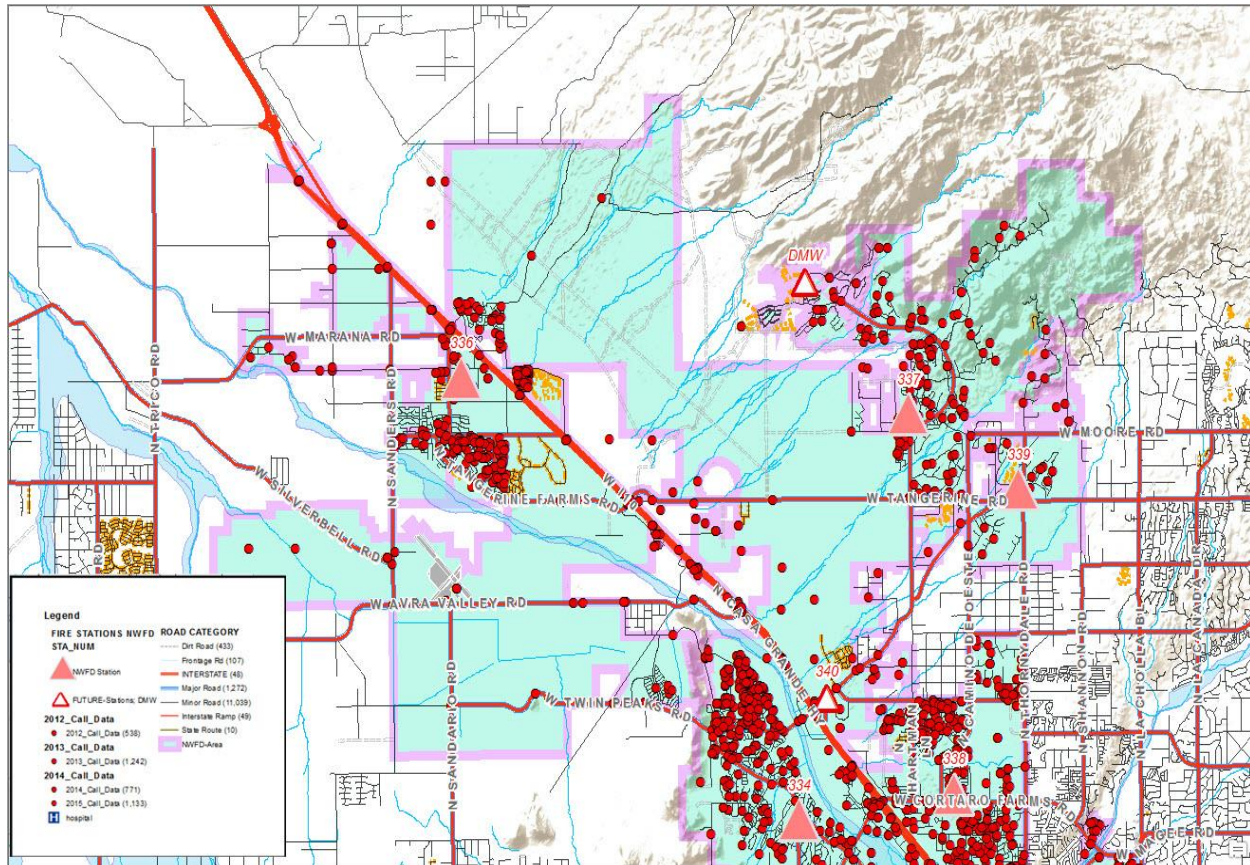
The construction of Moore Rd now allows Station 39 ready access to service the southern portion of the Dove Mountain Community within our existing response time parameters (7:49 TRT) as depicted below.



When compared to the previous graphic showing Station 39's reasonable area of coverage, this depiction demonstrates Station 37's relocation achieves complete and appropriate coverage of the entire Dove Mountain Community through the use of both stations.



Station 40 will also provide a critical role with augmenting responses into Station 34 and Station 38's primary first due areas, as well as being the closest backup to Station 36's area.



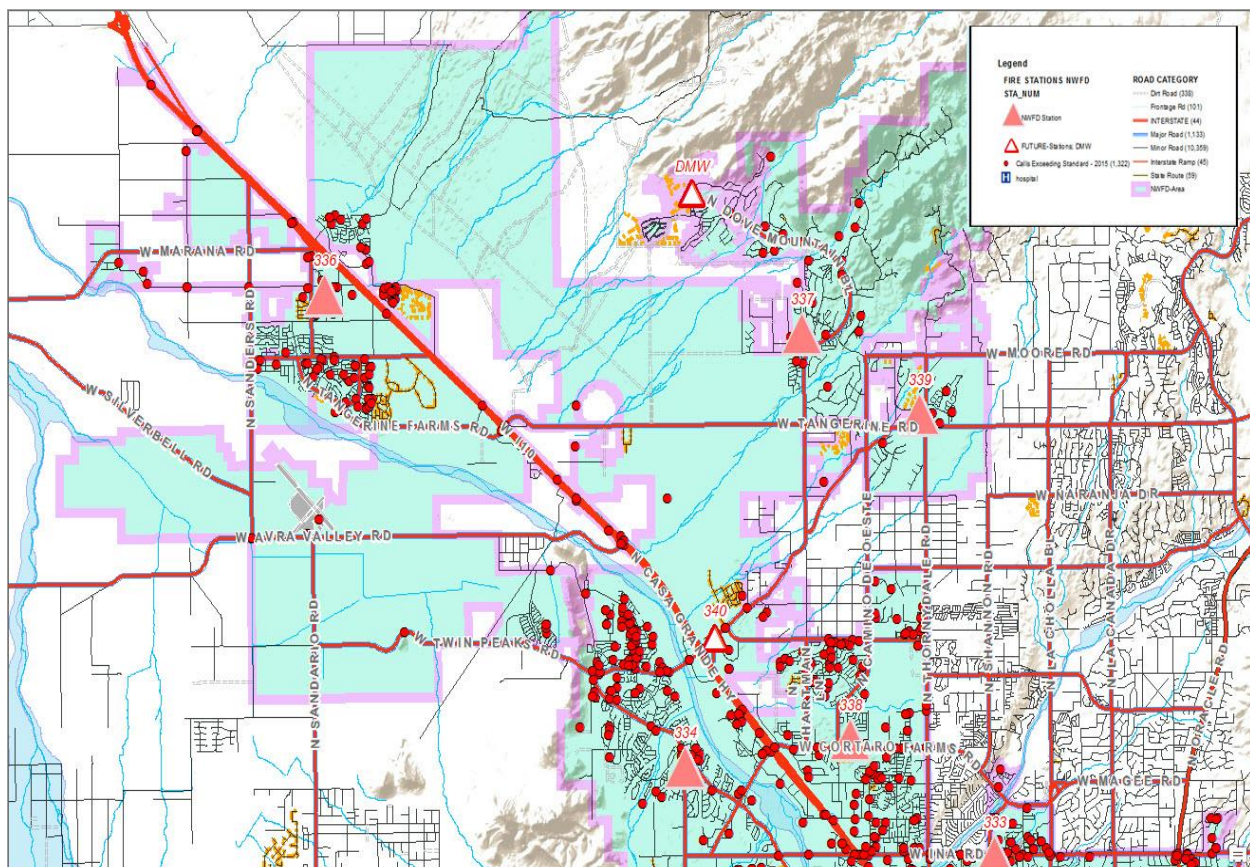
Stations 41 and 42 – these stations are being contemplated for placement in the following areas:

Tangerine and I-10 where considerable industrial growth is expected. This station would provide primary response into the southern portion of the Gladden Farms community as well along the Tangerine Rd corridor currently being served by Station's 36 and 39 outside of existing response time compliance;

Or, *Ina and I-10 (Silverbell)* where considerable growth is expected due to the new overpass and ongoing development along Silverbell Rd towards Cortaro Farms. This station would provide primary response along Ina Rd near I-10 as well as along Silverbell Rd where response times are currently outside of the District's response time parameters;

Or, *Twin Peaks Rd* near the new Saguaro Bloom neighborhood Rd. bordered on the north by Avra Valley Rd and on the west by Sandario Rd. This area is experiencing considerable growth that is currently served by Station 34 and soon to be Station 40.

At present, District staff believes these two (2) additional stations will be necessary over the next five (5) to six (6) years. The exact locations will be determined based on the rate of growth and emergence of critical needs over time.



Station 31 Remodel – this station is currently the only station within NWFD that has a community bunk room for all members to share. As a result, not only is there decreased privacy for our members, but the benefits of station zone alerting systems cannot be realized unlike at all other NWFD stations.

Given the lack of zone alerting, regardless of what unit is being dispatched the entire station is alerted (and awoken) for what may be a single unit response. Currently, there is a Rescue assigned to 31 that services the first dues of 31, 32, 35, and backs up 30. There is an Engine assigned which is the 2nd busiest Engine in NWFD. There is a Utility assigned that responds throughout the entirety of the District. And, there is a SWA unit assigned which responds across the entire South Battalion. On any given night, the entire station of nine (9) personnel will be alerted (and awoken) numerous times where more often than not, only a single unit is being requested.

**Northwest Fire District Governing Board**

5225 West Massingale Rd.
Tucson, AZ 85743

SCHEDULED**MEMORANDUM NO. 2016-101**

Date: June 23, 2016
To: Governing Board
From: Dave Gephart, Finance Director
Type of Action: Information Only
Agenda Item: Discussion, Presentation, and Overview of Past Election Results, Demographics of District Voters, and Current Polling of District Residents

RECOMMENDATION:

N/A

MOTION:

N/A

DISCUSSION:

Paul Ulan, from Primary Consultants, LLC, will be presenting prior election results within Northwest Fire District which may include demographic information, voter turnout information, community support, and other factors related to bond elections. He will also be presenting information specific to Northwest Fire District regarding the current climate and receptivity toward a November, 2016, bond election.

FISCAL IMPACT:

None

ALTERNATIVES:

N/A

ATTACHMENTS:

- All Voters Chart (PDF)
- G14 Voters Chart (PDF)
- G12 and G14 Voters Chart (PDF)
- G12 Voters Chart (PDF)
- Statement of Votes Cast (PDF)
- Draft Northwest Fire District Survey (PDF)
- 2016 Northwest Fire District Frequencies (PDF)
- 2016 Northwest Fire District Presentation (PDF)

NORTHWEST FIRE DISTRICT - ALL VOTERS

GROUP		VOTER	H H	VOTER	H H
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1	TOTAL	65146	45416	100%	100%
2	DEM	20094	16171	31%	36%
3	REP	23671	17399	36%	38%
4	NPP	14423	12587	22%	28%
5	OTHER	6958	6258	11%	14%
6	MEN	29143	26795	45%	59%
7	WOMEN	31945	29922	49%	66%
8	NONE	4058	3905	6%	9%
9	18-29	8759	7647	13%	17%
10	30-39	9800	8375	15%	18%
11	40-49	9527	8053	15%	18%
12	50-64	18561	14938	28%	33%
13	65+	18498	14307	28%	32%
14	NONE	1	1	0%	0%
15	REG BEFORE 2001	25734	19174	40%	42%
16	DATE 2001 - 2004	9673	8115	15%	18%
17	2005 - 2008	11095	9333	17%	21%
18	2009 - 2015	18644	15641	29%	34%
19	HISPANIC	8714	6068	13%	13%
20	ASIAN	958	650	1%	1%
21	JAPANESE	308	195	0%	0%
22	CHINESE	345	238	1%	1%
23	VIETNAMESE	246	177	0%	0%
24	KOREAN	59	40	0%	0%
25	AFRICAN AMERICAN	0	0	0%	0%
26	VOTED G/14	36406	25890	56%	57%
27	P/14	19479	14363	30%	32%
28	G/12	46979	33038	72%	73%
29	P/12	19445	14321	30%	32%
30	G/10	36077	25743	55%	57%
31	P/10	19179	14269	29%	31%
32	VOTED 1 OF 6	52339	36531	80%	80%
33	2 OF 6	42316	29875	65%	66%
34	3 OF 6	33089	23684	51%	52%
35	4 OF 6	23657	17288	36%	38%
36	5 OF 6	16292	12092	25%	27%
37	6 OF 6	9872	7466	15%	16%
38	V B M 1 OF 6	34098	24688	52%	54%
39	2 OF 6	24303	17708	37%	39%
40	3 OF 6	14958	11167	23%	25%
41	4 OF 6	8350	6365	13%	14%
42	5 OF 6	0	0	0%	0%
43	HPT DEM 1	9674	9674	15%	21%
44	DEM 2+	6175	2921	9%	6%
45	REP 1	8657	8657	13%	19%
46	REP 2+	10155	4740	16%	10%
47	OTHER	16013	13257	25%	29%
48	DEM\REP	2878	1291	4%	3%
49	MIXED	11594	4876	18%	11%
50	TELEPHONE	54258	36179	83%	80%
51	CELL PHONE	17174	12776	26%	28%
52	PERM ABS/EV	41929	30952	64%	68%
53	LIKELY PRIMARY 2016	25343	18467	39%	41%
54	LIKELY GENERAL 2016	51040	35699	78%	79%
55	CITY OF MARANA	21124	14139	32%	31%
56	UNINCORPORATED	44022	31286	68%	69%
CD:	1	24341	16257	37%	36%

CD:	2	33968	24628	52%	54%
CD:	3	6837	4544	10%	10%
SD:	3	4749	3205	7%	7%
SD:	9	30804	22605	47%	50%
SD:	11	29593	19621	45%	43%
AD/LD:	3	4749	3205	7%	7%
AD/LD:	9	30804	22605	47%	50%
AD/LD:	11	29593	19621	45%	43%
COUNTY:	PIMA	65146	45416	100%	100%

NORTHWEST FIRE DISTRICT - VOTED G14 VOTERS

GROUP		VOTER	H H	VOTER	H H
-----		-----	-----	-----	-----
1	TOTAL	36406	25890	100%	100%
2	DEM	12134	9765	33%	38%
3	REP	14767	10885	41%	42%
4	NPP	5724	4982	16%	19%
5	OTHER	3781	3392	10%	13%
6	MEN	16351	15716	45%	61%
7	WOMEN	18187	17605	50%	68%
8	NONE	1868	1829	5%	7%
9	18-29	1975	1765	5%	7%
10	30-39	3387	2839	9%	11%
11	40-49	4328	3682	12%	14%
12	50-64	12175	9770	33%	38%
13	65+	14541	11108	40%	43%
14	NONE	0	0	0%	0%
15	REG BEFORE 2001	18538	13830	51%	53%
16	DATE 2001 - 2004	5324	4354	15%	17%
17	2005 - 2008	5334	4347	15%	17%
18	2009 - 2015	7210	5806	20%	22%
19	HISPANIC	3456	2459	9%	9%
20	ASIAN	377	269	1%	1%
21	JAPANESE	164	111	0%	0%
22	CHINESE	138	102	0%	0%
23	VIETNAMESE	53	40	0%	0%
24	KOREAN	22	16	0%	0%
25	AFRICAN AMERICAN	0	0	0%	0%
26	VOTED G/14	36406	25890	100%	100%
27	P/14	18285	13503	50%	52%
28	G/12	32614	23324	90%	90%
29	P/12	17265	12747	47%	49%
30	G/10	27693	19983	76%	77%
31	P/10	16505	12282	45%	47%
32	VOTED 1 OF 6	36406	25890	100%	100%
33	2 OF 6	34166	24370	94%	94%
34	3 OF 6	29948	21501	82%	83%
35	4 OF 6	22410	16388	62%	63%
36	5 OF 6	15966	11857	44%	46%
37	6 OF 6	9872	7466	27%	29%
38	V B M 1 OF 6	25617	18637	70%	72%
39	2 OF 6	20578	15036	57%	58%
40	3 OF 6	13540	10105	37%	39%
41	4 OF 6	7843	5978	22%	23%
42	5 OF 6	0	0	0%	0%
43	HPT DEM 1	5250	5250	14%	20%
44	DEM 2+	4373	2310	12%	9%
45	REP 1	4476	4476	12%	17%
46	REP 2+	7283	3811	20%	15%
47	OTHER	6951	5621	19%	22%
48	DEM\REP	1833	1014	5%	4%
49	MIXED	6240	3408	17%	13%
50	TELEPHONE	32101	22388	88%	86%
51	CELL PHONE	8558	6590	24%	25%
52	PERM ABS/EV	27907	20392	77%	79%
53	LIKELY PRIMARY 2016	22501	16436	62%	63%
54	LIKELY GENERAL 2016	36406	25890	100%	100%
55	CITY OF MARANA	12324	8416	34%	33%
56	UNINCORPORATED	24082	17479	66%	68%
CD:	1	14038	9619	39%	37%

CD:	2	17833	13149	49%	51%
CD:	3	4535	3126	12%	12%
SD:	3	3079	2139	8%	8%
SD:	9	15904	11862	44%	46%
SD:	11	17423	11894	48%	46%
AD/LD:	3	3079	2139	8%	8%
AD/LD:	9	15904	11862	44%	46%
AD/LD:	11	17423	11894	48%	46%
COUNTY:	PIMA	36406	25890	100%	100%

NORTHWEST FIRE DISTRICT - VOTED G12 AND G14 VOTERS

GROUP		VOTER	H H	VOTER	H H
-----		-----	-----	-----	-----
1	TOTAL	32614	23324	100%	100%
2	DEM	11135	8982	34%	39%
3	REP	13512	9983	41%	43%
4	NPP	4671	4080	14%	17%
5	OTHER	3296	2961	10%	13%
6	MEN	14596	14130	45%	61%
7	WOMEN	16391	15927	50%	68%
8	NONE	1627	1594	5%	7%
9	18-29	1330	1211	4%	5%
10	30-39	2824	2359	9%	10%
11	40-49	3866	3279	12%	14%
12	50-64	11080	8887	34%	38%
13	65+	13514	10332	41%	44%
14	NONE	0	0	0%	0%
15	REG BEFORE 2001	18048	13451	55%	58%
16	DATE 2001 - 2004	5122	4182	16%	18%
17	2005 - 2008	5083	4129	16%	18%
18	2009 - 2015	4361	3577	13%	15%
19	HISPANIC	3038	2174	9%	9%
20	ASIAN	324	230	1%	1%
21	JAPANESE	147	102	0%	0%
22	CHINESE	119	85	0%	0%
23	VIETNAMESE	41	31	0%	0%
24	KOREAN	17	12	0%	0%
25	AFRICAN AMERICAN	0	0	0%	0%
26	VOTED G/14	32614	23324	100%	100%
27	P/14	17108	12666	52%	54%
28	G/12	32614	23324	100%	100%
29	P/12	17144	12662	53%	54%
30	G/10	27214	19657	83%	84%
31	P/10	16320	12157	50%	52%
32	VOTED 1 OF 6	32614	23324	100%	100%
33	2 OF 6	32614	23324	100%	100%
34	3 OF 6	29687	21336	91%	91%
35	4 OF 6	22300	16318	68%	70%
36	5 OF 6	15927	11829	49%	51%
37	6 OF 6	9872	7466	30%	32%
38	V B M 1 OF 6	25333	18442	78%	79%
39	2 OF 6	20485	14973	63%	64%
40	3 OF 6	13503	10080	41%	43%
41	4 OF 6	7843	5978	24%	26%
42	5 OF 6	0	0	0%	0%
43	HPT DEM 1	4741	4741	15%	20%
44	DEM 2+	4088	2204	13%	9%
45	REP 1	3981	3981	12%	17%
46	REP 2+	6778	3612	21%	15%
47	OTHER	5747	4659	18%	20%
48	DEM\REP	1704	967	5%	4%
49	MIXED	5575	3160	17%	14%
50	TELEPHONE	29773	20952	91%	90%
51	CELL PHONE	7393	5751	23%	25%
52	PERM ABS/EV	25015	18336	77%	79%
53	LIKELY PRIMARY 2016	21262	15568	65%	67%
54	LIKELY GENERAL 2016	32614	23324	100%	100%
55	CITY OF MARANA	10655	7335	33%	31%
56	UNINCORPORATED	21959	15992	67%	69%
CD:	1	12227	8445	37%	36%

CD:	2	16165	11950	50%	51%
CD:	3	4222	2931	13%	13%
SD:	3	2866	2005	9%	9%
SD:	9	14388	10754	44%	46%
SD:	11	15360	10569	47%	45%
AD/LD:	3	2866	2005	9%	9%
AD/LD:	9	14388	10754	44%	46%
AD/LD:	11	15360	10569	47%	45%
COUNTY:	PIMA	32614	23324	100%	100%

NORTHWEST FIRE DISTRICT - VOTED G12 VOTERS

GROUP		VOTER	H H	VOTER	H H
-----		-----	-----	-----	-----
1	TOTAL	46979	33038	100%	100%
2	DEM	15609	12557	33%	38%
3	REP	18717	13714	40%	42%
4	NPP	7895	6906	17%	21%
5	OTHER	4758	4272	10%	13%
6	MEN	20721	19673	44%	60%
7	WOMEN	23647	22570	50%	68%
8	NONE	2611	2538	6%	8%
9	18-29	3732	3346	8%	10%
10	30-39	5891	4940	13%	15%
11	40-49	6725	5615	14%	17%
12	50-64	14747	11775	31%	36%
13	65+	15884	12205	34%	37%
14	NONE	0	0	0%	0%
15	REG BEFORE 2001	22928	17073	49%	52%
16	DATE 2001 - 2004	7775	6466	17%	20%
17	2005 - 2008	8322	6900	18%	21%
18	2009 - 2015	7954	6689	17%	20%
19	HISPANIC	5509	3886	12%	12%
20	ASIAN	559	384	1%	1%
21	JAPANESE	218	145	0%	0%
22	CHINESE	194	135	0%	0%
23	VIETNAMESE	113	80	0%	0%
24	KOREAN	34	24	0%	0%
25	AFRICAN AMERICAN	0	0	0%	0%
26	VOTED G/14	32614	23324	69%	71%
27	P/14	18121	13392	39%	41%
28	G/12	46979	33038	100%	100%
29	P/12	19223	14167	41%	43%
30	G/10	34301	24555	73%	74%
31	P/10	18662	13903	40%	42%
32	VOTED 1 OF 6	46979	33038	100%	100%
33	2 OF 6	40460	28653	86%	87%
34	3 OF 6	32795	23501	70%	71%
35	4 OF 6	23541	17215	50%	52%
36	5 OF 6	16253	12064	35%	37%
37	6 OF 6	9872	7466	21%	23%
38	V B M 1 OF 6	33154	24038	71%	73%
39	2 OF 6	24072	17550	51%	53%
40	3 OF 6	14907	11131	32%	34%
41	4 OF 6	8350	6365	18%	19%
42	5 OF 6	0	0	0%	0%
43	HPT DEM 1	6991	6991	15%	21%
44	DEM 2+	5284	2691	11%	8%
45	REP 1	6092	6092	13%	18%
46	REP 2+	8775	4384	19%	13%
47	OTHER	9172	7497	20%	23%
48	DEM\REP	2332	1178	5%	4%
49	MIXED	8333	4205	18%	13%
50	TELEPHONE	42168	28942	90%	88%
51	CELL PHONE	12170	9291	26%	28%
52	PERM ABS/EV	33110	24327	70%	74%
53	LIKELY PRIMARY 2016	23835	17406	51%	53%
54	LIKELY GENERAL 2016	46979	33038	100%	100%
55	CITY OF MARANA	15339	10376	33%	31%
56	UNINCORPORATED	31640	22667	67%	69%
CD:	1	17722	11980	38%	36%

CD:	2	23810	17357	51%	53%
CD:	3	5447	3709	12%	11%
SD:	3	3718	2558	8%	8%
SD:	9	21368	15776	45%	48%
SD:	11	21893	14714	47%	45%
AD/LD:	3	3718	2558	8%	8%
AD/LD:	9	21368	15776	45%	48%
AD/LD:	11	21893	14714	47%	45%
COUNTY:	PIMA	46979	33038	100%	100%

Statement of Votes Cast
Pima General 110204
SOVC For Jurisdiction Wide, All Counters, All Races

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NORTHWEST FIRE PROP 410

	Reg. Voters	Vote For	Times Counted	Total Votes	Times Blank Voted	Times Over Voted	Number Of Under Votes	YES	NO
Jurisdiction Wide									
001									
002									
003									
004									
005									
006	624	3	442	389	53	0	0	258	131
007									
008									
009									
010									
011									
012									
013									
014	2079	3	1939	1737	202	0	0	1362	375
015	1053	3	880	747	133	0	0	548	199
016	0	3	2	1	1	0	0	1	0
017									
018									
019									
020									
021									
022									
023									
024									
025									
026									
027									
028									
029									
030	1370	3	1186	965	219	2	0	720	245
031	1106	3	872	774	98	0	0	544	230
032	1421	3	1126	961	165	0	0	688	273
033	1094	3	860	747	113	0	0	561	186
034									
035									
036									
037									
038									
039									
040									
041	1390	3	1182	1035	147	0	0	802	233
042									
043									
044									
045									
046									
047									
048									
049									
050									
051									
052									
053									

52829
45096 with

29519 yes
10371 no

Attachment: Statement of Votes Cast (2016-101 : 2016 NWFD Polling Results)

Statement of Votes Cast
Pima General 110204
SOVC For Jurisdiction Wide, All Counters, All Races

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NORTHWEST FIRE PROP 410

	Reg. Voters	Note For	Times Counted	Total Votes	Times Blank Voted	Times Over Voted	Number Of Unden Votes	YES	NO
054									
055	707	3	618	545	73	0	0	412	133
056									
057									
058									
059									
060									
061									
062									
063									
064									
065									
066									
067									
068									
069									
070									
071									
072									
073									
074									
075									
076									
077									
078									
079									
080									
081									
082									
083									
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093									
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095									
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097									
098									
099									
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102									
103									
104									
105									
106									
107									

Attachment: Statement of Votes Cast (2016-101 : 2016 NWFD Polling Results)

Statement of Votes Cast
Pima General 110204
SOVC For Jurisdiction Wide, All Counters, All Races

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NORTHWEST FIRE PROP 410

	Reg. Voters	Vote For	Times Counted	Total Votes	Times Blank Voted	Times Over Voted	Number Of Under Votes	YES	NO
108									
109									
110									
111									
112									
113									
114									
115									
116									
117									
118									
119									
120									
121									
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124									
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132									
133									
134									
135									
136									
137									
138									
139									
140									
141									
142									
143									
144	0	3	0	0	0	0	0	0	0
145									
146									
147									
148	951	3	817	734	83	0	0	536	198
149	919	3	824	732	92	0	0	562	170
150	1139	3	961	843	118	0	0	661	182
151	530	3	403	352	51	0	0	263	89
152									
153									
154									
155									
156									
157									
158									
159									
160									
161									

Attachment: Statement of Votes Cast (2016-101 : 2016 NWFD Polling Results)

Statement of Votes Cast
Pima General 110204
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NORTHWEST FIRE PROP 410

	Reg. Voters	Vote For	Times Counted	Total Votes	Times Blank Voted	Times Over Voted	Number Of Under Votes	YES	NO
162	1464		1331	1141	190	0	0	867	274
163	59	0	56	53	3	0	0	42	11
164									
165									
166									
167									
168									
169									
170									
171									
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173									
174									
175									
176									
177									
178									
179									
180									
181									
182									
183									
184									
185	1860	0	1673	1484	189	0	0	1084	400
186	809	0	589	521	68	0	0	369	152
187									
188									
189									
190									
191									
192									
193									
194									
195									
196									
197									
198									
199									
200	0	0	0	0	0	0	0	0	0
201									
202	323	0	260	216	44	0	0	161	55
203									
204									
205									
206									
207									
208									
209									
210	83	0	80	71	9	0	0	45	26
211									
212									
213									
214									
215									

Attachment: Statement of Votes Cast (2016-101 : 2016 NWFD Polling Results)

Statement of Votes Cast
Pima General 110204
SOVC For Jurisdiction Wide, All Counters, All Races

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NORTHWEST FIRE PROP 410

	Reg. Voters	Vote For	Times Counted	Total Votes	Times Blank Voted	Times Over Voted	Number Of Under Votes	YES	NO
216
217
218
219
220
221
222	26	3	22	22	0	0	0	13	7
223	2238	3	1977	1766	211	0	0	1455	311
224
225	1327	3	1113	989	124	0	0	758	231
226	907	3	810	733	77	0	0	527	206
227	1093	3	921	818	103	0	0	574	244
228	849	3	656	583	71	0	0	429	158
229	871	3	756	683	73	0	0	449	234
230	751	3	654	560	94	0	0	418	142
231
232
233
234
235
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244
245
246
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260
261
262	1881	3	1795	1620	175	0	0	1204	416
263	714	3	593	526	69	0	0	381	145
264
265
266	89	3	80	72	8	0	0	57	15
267
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269

Attachment: Statement of Votes Cast (2016-101 : 2016 NWFD Polling Results)

Statement of Votes Cast
Pima General 110204
SOVC For Jurisdiction Wide, All Counters, All Races

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NORTHWEST FIRE PROP 410

	Reg. Voters	Vote For	Times Counted	Total Votes	Times Blank Voted	Times Over Voted	Number Of Under Votes	YES	NO
270	1563	3	1415	1279	136	0	0	877	402
271
272
273
274
275	1248	3	1112	1004	108	0	0	727	277
276
277
278	1660	3	1422	1261	160	1	0	944	317
279	1425	3	1170	1044	126	0	0	771	273
280
281	0	3	0	0	0	0	0	0	0
282	2619	3	2458	2212	246	0	0	1642	570
283
284	1003	3	849	743	106	0	0	592	151
285
286
287
288
289	130	3	112	102	10	0	0	67	35
290
291
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311	1820	3	1563	1396	167	0	0	1059	337
312	666	3	550	479	70	1	0	322	157
313	1401	3	1179	1046	133	0	0	794	252
314	690	3	490	440	50	0	0	324	116
315	1276	3	1071	913	158	0	0	657	256
316
317	1240	3	1107	1007	100	0	0	674	333
318
319
320
321
322
323

Attachment: Statement of Votes Cast (2016-101 : 2016 NWFD Polling Results)

Statement of Votes Cast
Pima General 110204
SOVC For Jurisdiction Wide, All Counters, All Races

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NORTHWEST FIRE PROP 410

	Reg. Voters	Vote For	Times Counted	Total Votes	Times Blank Voted	Times Over Voted	Number Of Under Votes	YES	NO
324									
325									
326									
327									
328									
329									
330									
331									
332									
333									
334									
335									
336									
337									
338									
339									
340									
341									
342	1303	3	1129	961	168	0	0	763	198
343									
344	1421	3	1258	1134	123	1	0	694	440
345									
346									
347									
348									
349									
350									
351									
352									
353									
354									
355									
356									
357									
358									
359									
360									
361									
362									
363									
364	0	3	0	0	0	0	0	0	0
365									
366									
367									
368									
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370									
371									
372									
373									
374									
375									
376									
377									

Attachment: Statement of Votes Cast (2016-101 : 2016 NWFD Polling Results)

Statement of Votes Cast
Pima General 110204
SOVC For Jurisdiction Wide, All Counters, All Races

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NORTHWEST FIRE PROP 410

	Reg. Voters	Vote For	Times Counted	Total Votes	Times Blank Voted	Times Over Voted	Number Of Under Votes	YES	NO
378									
379	819	2	694	610	84	0	0	440	170
380									
381									
382									
383	322	2	247	223	24	0	0	172	51
384									
385									
386									
387									
388									
389									
390									
391									
392									
393									
394									
395									
396	1898	2	1672	1507	165	0	0	1168	339
397	161	3	118	107	11	0	0	79	28
398									
399									
400									
401									
Total	52392	162	45096	39890	5201	5	0	29519	10371

29

Hello, my name is ____ and I am calling for the Northwest Fire District from Primary Research. We are conducting a brief survey to determine the attitudes and opinions of district residents. There are no right or wrong answers. Your telephone number was selected at random and your responses are confidential.

1. In general, would you say your community is headed in the right direction or are things off on the wrong track?

1 = right direction

2 = wrong track

3 = unsure

2. In general, would you say the Northwest Fire District is headed in the right direction or are things off on the wrong track?

1 = right direction (go to 4)

2 = wrong track (go to 3)

3 = unsure (go to 4)

3. If wrong track - Why do you feel that way?

4. Do you think property taxes in your community are too high, too low, or just about right?

1 = too high

2 = too low

3 = just about right

4 = unsure

5. Did you know you receive non-emergency and 911 services from the Northwest Fire District?

1 = yes

2 = no

3 = unsure

6. Did you know the district is funded along with other sources by property taxes on all properties – including residential and commercial within the district?

1 = yes

2 = no

3 = unsure

7. The Northwest Fire District was established in 1983. The district provides emergency and non-emergency services to approximately 110,000 residents in areas of northwest Pima County and the Town of Marana. Services provided include - Emergency Medical Services – Fire Suppression – Hazardous Materials Response – Technical Rescue Service – Community Assistance Program for post emergency assistance – Community Education – Fire Prevention and Code

Compliance. The district has 220 full time employees and maintains a constant staffing of 51 Operations personnel deployed daily from ten fire stations.

In order to maintain the district's mission to save lives, protect property, and care for the community, the district is considering asking voters to approve a bond election in November 2016 to build and renovate several fire stations, purchase and upgrade existing communication equipment and renovation and expand the district's operations facility.

The 21 million dollar bond is projected to cost the average homeowner with a house assessed at \$ 171,000 about 2 dollars and 30 cents a month in additional property taxes. If the election were held today, would you vote yes to approve the bond or vote no to not approve the bond?

- 1 = yes (go to 8)
- 2 = no (go to 9)
- 3 = unsure (go to 10)
- 4 = refused (go to 10)

8. Why would you vote that way? (go to 11)

9. Why would you vote that way? (go to 10)

10. Would you support or oppose a smaller bond package of 15 million dollars that addresses most but not all of the district's needs at a cost of about one dollar and 60 cents a month in additional property taxes?

- 1 = support
- 2 = oppose
- 3 = unsure
- 4 = refused

11. Now, just a few questions about the 21 million dollar bond.

Would it make you more likely, less likely or would it have no impact to support the bond if you knew the Northwest Fire District is one of only 189 internationally accredited fire/medical agencies in the country, and the only one in Southern Arizona?

- 1= more likely
- 2 = less likely
- 3 = no impact
- 4 = unsure
- 5 = refused

12. Would it make you more likely, less likely or would it have no impact to support the bond if you knew bond funds would be used to reduce response times?

- 1= more likely
- 2 = less likely
- 3 = no impact
- 4 = unsure
- 5 = refused

13. Would it make you more likely, less likely or would it have no impact to support the bond if you knew a citizens committee, after reviewing the district's needs and financials made the recommendation to move forward with a bond election?

- 1= more likely
- 2 = less likely
- 3 = no impact
- 4 = unsure
- 5 = refused

14. Would it make you more likely, less likely or would it have no impact to support the bond if you knew if the bond passed emergency services will be improved?

- 1= more likely
- 2 = less likely
- 3 = no impact
- 4 = unsure
- 5 = refused

15. Would it make you more likely, less likely or would it have no impact to support the bond if you knew a citizens oversight committee will be in place to ensure the bond funds are spent as promised?

- 1= more likely
- 2 = less likely
- 3 = no impact
- 4 = unsure
- 5 = refused

Improve service

16. Would it make you more likely, less likely or would it have no impact to support the bond if you knew the district has a strong financial track record and received numerous awards for its financial reporting and record keeping?

- 1= more likely
- 2 = less likely
- 3 = no impact
- 4 = unsure
- 5 = refused

17. Would it make you more likely, less likely or would it have no impact to support the bond if you knew the longer the projects are delayed, the more the projects will cost in the future?

- 1 = more likely
- 2 = less likely
- 3 = no impact
- 4 = unsure
- 5 = refused

18. Now knowing this additional information, would you vote yes or vote no to approve the 21 million dollar bond?

- 1 = yes
- 2 = no
- 3 = unsure
- 4 = refused

Thank you for your patience - just a few short questions for classification purposes only:

19. Where do you get most of your information about the Northwest Fire District?

- 1 = neighbor
- 2 = friend
- 3 = employees
- 4 = social media
- 5 = news media
- 6 = district newsletter
- 7 = other _____

20. How long have you lived at your present address?

- 1 = less than 2 years
- 2 = 2-5 years
- 3 = 6-10 years
- 4 = more than 10
- 5 = refused

21. What is your highest level of education?

- 1 = high school
- 2 = some college
- 3 = college
- 4 = graduate +
- 5 = refused

22. What category best describes your age?

1 = under 30

2 = 30-39

3 = 40-49

4 = 50-64

5 = 65+

6 = refused

23. Do you own or rent your current residence?

1 = own

2 = rent

24. Gender (by observation)

1 = Male

2 = Female

25. Your zip code?

26. As a registered voter, do you consider yourself a

1 = Conservative

2 = Liberal

3 = Moderate

4 = Independent

5 = refused

27. Finally, in the last year have you had contact with the fire district for:

1 = fire call

2 = emergency medical call

3 = non-emergency service

4 = code enforcement

5 = education

6 = community service

7 = other

Thank you for completing the survey.

Northwest Fire District 2016

In general, would you say your community is headed in the right direction or are things off on the wrong track?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Right Direction	208	69.3	69.3	69.3
	Wrong Track	49	16.3	16.3	85.7
	Unsure (DK/NA)	43	14.3	14.3	100.0
	Total	300	100.0	100.0	

In general, would you say the Northwest Fire District is headed in the right direction or are things off on the wrong track?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Right Direction	225	75.0	75.0	75.0
	Wrong Track	8	2.7	2.7	77.7
	Unsure (DK/NA)	67	22.3	22.3	100.0
	Total	300	100.0	100.0	

Do you think property taxes in your community are too high, too low, or just about right?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too High	126	42.0	42.0	42.0
	Too Low	12	4.0	4.0	46.0
	Just About Right	135	45.0	45.0	91.0
	Unsure (DK/NA)	27	9.0	9.0	100.0
	Total	300	100.0	100.0	

Did you know you receive non-emergency and 911 services from the Northwest Fire District?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	243	81.0	81.0	81.0
	No	44	14.7	14.7	95.7
	Unsure (DK/NA)	13	4.3	4.3	100.0
	Total	300	100.0	100.0	

Did you know the district is funded along with other sources by property taxes on all properties - including residential and commercial within the district?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	255	85.0	85.0	85.0
	No	40	13.3	13.3	98.3
	Unsure (DK/NA)	5	1.7	1.7	100.0
	Total	300	100.0	100.0	

Northwest Fire District 2016

If the election were held today, would you vote yes to approve the bond or vote no to not approve the bond?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	205	68.3	68.3	68.3
	No	53	17.7	17.7	86.0
	Unsure	42	14.0	14.0	100.0
	Total	300	100.0	100.0	

Would you support or oppose a smaller bond package of 15 million dollars that addresses most but not all of the district's needs at a cost of about one dollar and 60 cents a month in additional property taxes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Support	20	6.7	21.1	21.1
	Oppose	40	13.3	42.1	63.2
	Unsure	35	11.7	36.8	100.0
	Total	95	31.7	100.0	
Missing	System	205	68.3		
Total		300	100.0		

Now, just a few questions about the 21 million dollar bond.

Would it make you more likely, less likely or would it have no impact to support the bond if you knew the Northwest Fire District is one of only 189 internationally accredited fire/medical ag

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More Likely	132	44.0	44.0	44.0
	Less Likely	4	1.3	1.3	45.3
	No Impact	148	49.3	49.3	94.7
	Unsure	15	5.0	5.0	99.7
	Refused (Don't Read)	1	.3	.3	100.0
	Total	300	100.0	100.0	

Would it make you more likely, less likely or would it have no impact to support the bond if you knew bond funds would be used to reduce response times?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More Likely	206	68.7	68.7	68.7
	Less Likely	7	2.3	2.3	71.0
	No Impact	73	24.3	24.3	95.3
	Unsure	13	4.3	4.3	99.7
	Refused (Don't Read)	1	.3	.3	100.0
	Total	300	100.0	100.0	

Northwest Fire District 2016

Would it make you more likely, less likely or would it have no impact to support the bond if you knew a citizens committee, after reviewing the district's needs and financials made the recommendation to move forward with a bond election?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More Likely	136	45.3	45.3	45.3
	Less Likely	9	3.0	3.0	48.3
	No Impact	129	43.0	43.0	91.3
	Unsure	25	8.3	8.3	99.7
	Refused (Don't Read)	1	.3	.3	100.0
	Total	300	100.0	100.0	

Would it make you more likely, less likely or would it have no impact to support the bond if you knew if the bond passed emergency services will be improved?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More Likely	214	71.3	71.3	71.3
	Less Likely	4	1.3	1.3	72.7
	No Impact	70	23.3	23.3	96.0
	Unsure	12	4.0	4.0	100.0
	Total	300	100.0	100.0	

Would it make you more likely, less likely or would it have no impact to support the bond if you knew a citizens oversight committee will be in place to ensure the bond funds are spent as promised?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More Likely	203	67.7	67.7	67.7
	Less Likely	12	4.0	4.0	71.7
	No Impact	71	23.7	23.7	95.3
	Unsure	14	4.7	4.7	100.0
	Total	300	100.0	100.0	

Attachment: 2016 Northwest Fire District Frequencies (2016-101 : 2016 NWFD Polling Results)

Northwest Fire District 2016

Would it make you more likely, less likely or would it have no impact to support the bond if you knew the district has a strong financial track record and received numerous awards for its financial reporting and record keeping?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More Likely	207	69.0	69.0	69.0
	Less Likely	5	1.7	1.7	70.7
	No Impact	80	26.7	26.7	97.3
	Unsure	8	2.7	2.7	100.0
	Total	300	100.0	100.0	

Would it make you more likely, less likely or would it have no impact to support the bond if you knew the longer the projects are delayed, the more the projects will cost in the future?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More Likely	171	57.0	57.0	57.0
	Less Likely	21	7.0	7.0	64.0
	No Impact	95	31.7	31.7	95.7
	Unsure	13	4.3	4.3	100.0
	Total	300	100.0	100.0	

Now knowing this additional information, would you vote yes or vote no to approve the 21 million dollar bond?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	216	72.0	72.0	72.0
	No	52	17.3	17.3	89.3
	Unsure	31	10.3	10.3	99.7
	Refused (Don't Read)	1	.3	.3	100.0
	Total	300	100.0	100.0	

Northwest Fire District 2016

Where do you get most of your information about the Northwest Fire District?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neighbor	18	6.0	6.0	6.0
	Friend	12	4.0	4.0	10.0
	Employees	17	5.7	5.7	15.7
	Social Media	7	2.3	2.3	18.0
	News Media	152	50.7	50.7	68.7
	District Newsletter	9	3.0	3.0	71.7
	Other	65	21.7	21.7	93.3
	REFUSED (DK/NA - Don't Read)	20	6.7	6.7	100.0
	Total	300	100.0	100.0	

How long have you lived at your present address?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Than 2 Years	9	3.0	3.0	3.0
	2-5 Years	34	11.3	11.3	14.3
	6-10 Years	48	16.0	16.0	30.3
	More Than 10	203	67.7	67.7	98.0
	Refused (DK/NA - Don't Read)	6	2.0	2.0	100.0
	Total	300	100.0	100.0	

What is your highest level of education?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	31	10.3	10.3	10.3
	Some College	78	26.0	26.0	36.3
	College	83	27.7	27.7	64.0
	Graduate+	102	34.0	34.0	98.0
	REFUSED (DK/NA - Don't Read)	6	2.0	2.0	100.0
	Total	300	100.0	100.0	

Northwest Fire District 2016

What category best describes your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 30	5	1.7	1.7	1.7
	30 - 39	11	3.7	3.7	5.3
	40 - 49	33	11.0	11.0	16.3
	50 - 64	70	23.3	23.3	39.7
	65+	172	57.3	57.3	97.0
	REFUSED (DK/NA - Don't Read)	9	3.0	3.0	100.0
	Total	300	100.0	100.0	

Do you own or rent your current residence?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own	266	88.7	88.7	88.7
	Rent	24	8.0	8.0	96.7
	REFUSED (DK/NA - Don't Read)	10	3.3	3.3	100.0
	Total	300	100.0	100.0	

Gender (by observation)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	134	44.7	44.7	44.7
	Female	166	55.3	55.3	100.0
	Total	300	100.0	100.0	

Your zip code?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	85653	7	2.3	2.3	2.3
	85658	32	10.7	10.7	13.0
	85704	48	16.0	16.0	29.0
	85705	23	7.7	7.7	36.7
	85718	1	.3	.3	37.0
	85741	50	16.7	16.7	53.7
	85742	20	6.7	6.7	60.3
	85743	65	21.7	21.7	82.0
	85745	41	13.7	13.7	95.7
	(99999 = REFUSED)	13	4.3	4.3	100.0
	Total	300	100.0	100.0	

Northwest Fire District 2016

As a registered voter, do you consider yourself a :

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Conservative	109	36.3	36.3	36.3
	Liberal	62	20.7	20.7	57.0
	Moderate	36	12.0	12.0	69.0
	Independent	66	22.0	22.0	91.0
	REFUSED (DK/NA - Don't Read)	21	7.0	7.0	98.0
	(OTHER)	6	2.0	2.0	100.0
	Total	300	100.0	100.0	

Finally, in the last year have you had contact with the fire district for:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fire Call	6	2.0	2.0	2.0
	Emergency Medical Call	49	16.3	16.3	18.3
	Non-Emergency Service	16	5.3	5.3	23.7
	Code Enforcement	3	1.0	1.0	24.7
	Education	6	2.0	2.0	26.7
	Community Service	7	2.3	2.3	29.0
	Other	107	35.7	35.7	64.7
	REFUSED (DK/NA - Don't Read)	106	35.3	35.3	100.0
	Total	300	100.0	100.0	

Attachment: 2016 Northwest Fire District Frequencies (2016-101 : 2016 NWFD Polling Results)

COMMUNITY SURVEY

Northwest Fire District 2016

PRIMARY CONSULTANTS, LLC

Methodology

300 high efficacy voters

Margin of error $\pm 5.50\%$

All surveys completed by phone

Calls completed May 25th – May 28th

Demographics

Gender

§ Male	45%
§ Female	55%

How long at present address

§ Less than 2 years	3%
§ 2 – 5 years	11%
§ 6 – 10 years	16%
§ More than 10 years	68%

Demographics

Education

§ High school	10%
§ Some college	26%
§ College	28%
§ Graduate +	34%
§ Refused	2%

Demographics

Age

§ Under 30	2%
§ 30 – 39	4%
§ 40 – 49	11%
§ 50 – 64	23%
§ 65 +	57%

Demographics

In the last year have you had contact with the fire district for:

§ Fire Call	2%
§ Emergency Medical Call	16%
§ Non-Emergency Service	5%
§ Code Enforcement	1%
§ Education	2%
§ Community Service	2%
§ Other	36%
§ No	35%

Demographics

As a registered voter, do you consider yourself a:

§ Conservative	36%
§ Liberal	21%
§ Moderate	12%
§ Independent	22%
§ Other	2%
§ Don't know	7%

Right Direction – Wrong Track

State of Arizona

§ Right direction	69%
§ Wrong track	16%
§ Unsure	15%

Northwest Fire District

§ Right direction	75%
§ Wrong track	3%
§ Unsure	22%

Level of Property Taxes

§ Too high	42%
§ Too low	4%
§ Just about right	45%
§ Unsure	9%

Did you know you receive non-emergency and 911 services from the Northwest Fire District?

§ Yes	81%
§ No	15%
§ Unsure	4%

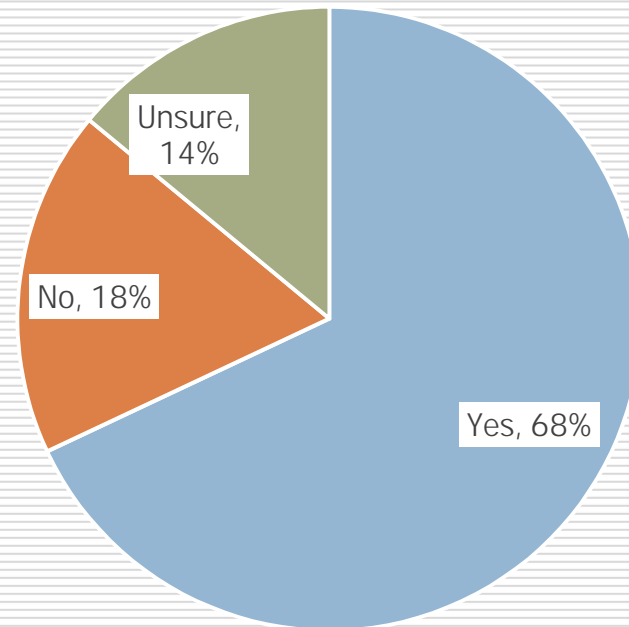
Did you know the district is funded along with other sources by property taxes on all properties - including residential and commercial within the district?

§ Yes	85%
§ No	13%
§ Unsure	2%

Support For \$21M Bond

The 21 million dollar bond is projected to cost the average homeowner with a house assessed at \$ 171,000 about 2 dollars and 30 cents a month in additional property taxes. If the election were held today, would you vote yes to approve the bond or vote no to not approve the bond?

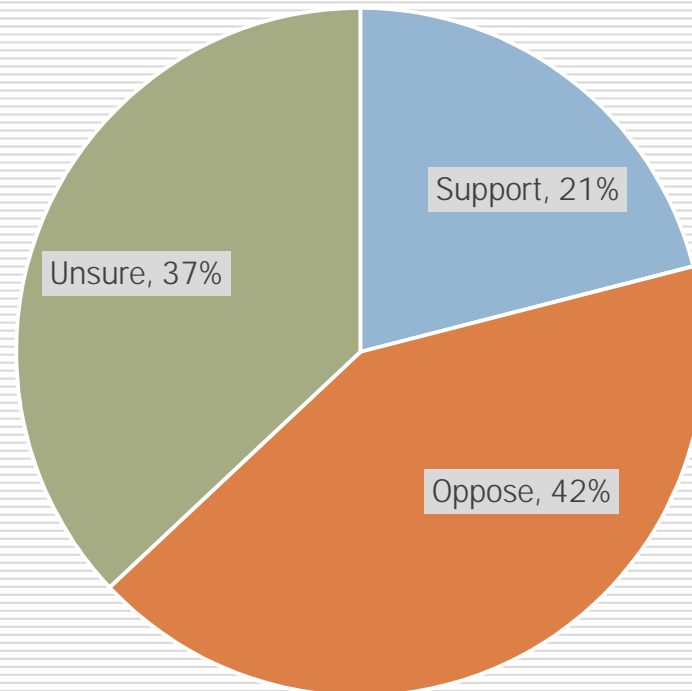
§ Yes	68%
§ No	18%
§ Unsure	14%



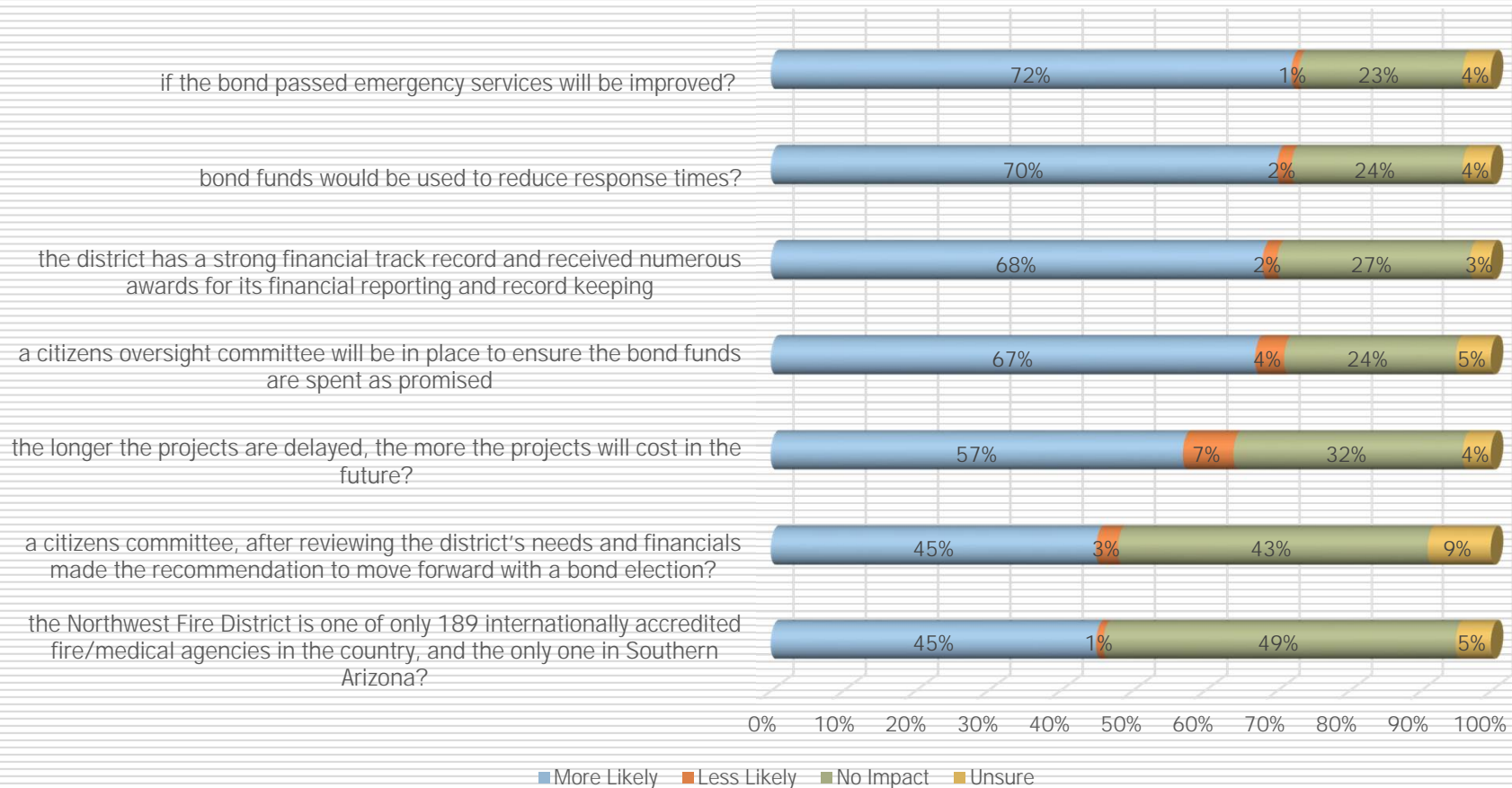
Would you support or oppose a smaller bond package of \$15M?

Asked of the 95 (32%) respondents who answered No to question 7

§ Support	21%
§ Oppose	42%
§ Unsure	37%

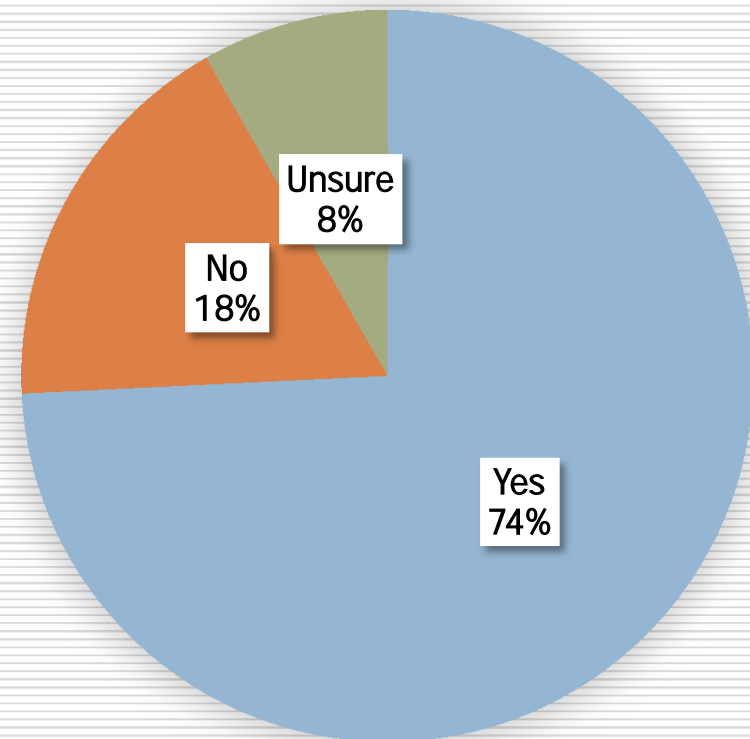


Likelihood support for \$21M Bond if they knew...



Support for \$21M Bond Based on Additional Information

§ Yes	72%
§ No	17%
§ Unsure	10%



Vote for \$21M Bond by Length of Residency

If the election were held today, would you vote yes to approve the bond or vote no to not approve the bond? * How long have you lived at your present address? Crosstabulation

		How long have you lived at your present address?					Total
		Less Than 2 Years	2-5 Years	6-10 Years	More Than 10	Refused (DK/NA - Don't Read)	
If the election were held today, would you vote yes to approve the bond or vote no to not approve the bond?	Yes	7 3.4%	26 12.7%	36 17.6%	134 65.4%	2 1.0%	205 100.0%
	No	1 1.9%	6 11.3%	6 11.3%	39 73.6%	1 1.9%	53 100.0%
	Unsure	1 2.4%	2 4.8%	6 14.3%	30 71.4%	3 7.1%	42 100.0%
Total		9 3.0%	34 11.3%	48 16.0%	203 67.7%	6 2.0%	300 100.0%

Vote for \$21M Bond by Age

If the election were held today, would you vote yes to approve the bond or vote no to not approve the bond? * What category best describes your age? Crosstabulation

	What category best describes your age?						Total
	Under 30	30 - 39	40 - 49	50 - 64	65+	REFUSED (DK/NA - Don't Read)	
If the election were held today, would you vote yes to approve the bond	5 2.4%	9 4.4%	21 10.2%	48 23.4%	118 57.6%	4 2.0%	205 100.0%
No	0 0.0%	1 1.9%	6 11.3%	19 35.8%	25 47.2%	2 3.8%	53 100.0%
or vote no to not approve the bond?							
Unsure	0 0.0%	1 2.4%	6 14.3%	3 7.1%	29 69.0%	3 7.1%	42 100.0%
Total	5 1.7%	11 3.7%	33 11.0%	70 23.3%	172 57.3%	9 3.0%	300 100.0%

Vote for \$21M Bond by Education

What is your highest level of education? * The bond – proposed at 240 million dollars will not increase your property tax rate – due to strong financial management, debt restructuring and growth in the district's assessed value. If the election were held today, would you vote yes to approve the b Crosstabulation

	The bond – proposed at 240 million dollars will not increase your property tax rate – due to strong financial management, debt restructuring and growth in the district's assessed value. If the election were held today, would you vote yes to approve the b				Total
	Yes	No	(UNSURE) [DON'T READ]	(REFUSED) [DON'T READ]	
What is your highest level of education?					
High school	7	2	2	0	11
	63.6%	18.2%	18.2%	0.0%	100.0%
Some college	47	13	4	1	65
	72.3%	20.0%	6.2%	1.5%	100.0%
College	82	21	16	2	121
	67.8%	17.4%	13.2%	1.7%	100.0%
Graduate +	149	35	17	0	201
	74.1%	17.4%	8.5%	0.0%	100.0%
Total	285	71	39	3	398
	71.6%	17.8%	9.8%	.8%	100.0%

Vote for \$21M Bond by Own or Rent

If the election were held today, would you vote yes to approve the bond or vote no to not approve the bond? * Do you own or rent your current residence? Crosstabulation

		Do you own or rent your current residence?			Total
		Own	Rent	REFUSED (DK/NA - Don't Read)	
If the election were held today, would you vote yes to approve the bond or vote no to not approve the bond?	Yes	178 86.8%	21 10.2%	6 2.9%	205 100.0%
	No	49 92.5%	2 3.8%	2 3.8%	53 100.0%
	Unsure	39 92.9%	1 2.4%	2 4.8%	42 100.0%
Total		266 88.7%	24 8.0%	10 3.3%	300 100.0%

Vote for \$21M Bond by Gender

If the election were held today, would you vote yes to approve the bond or vote no to not approve the bond? * Gender (by observation) Crosstabulation

		Gender (by observation)		Total
		Male	Female	
If the election were held today, would you vote yes to approve the bond or vote no to not approve the bond?	Yes	80 39.0%	125 61.0%	205 100.0%
	No	32 60.4%	21 39.6%	53 100.0%
	Unsure	22 52.4%	20 47.6%	42 100.0%
Total		134 44.7%	166 55.3%	300 100.0%

Conclusions

Overall very positive results

There is community support for \$21 million bond, support for smaller bond is stronger

Important to continue to educate voters about the needs of the fire district and the consequences of not making capital improvements

Questions?

Thank you!